

CTTC MEMORANDUM

TO: California Travel and Tourism Commission
Secretary of State
Travel Industry Association
Members of the Public Who Have Requested Notification
(For informational purposes only)

FROM: Caroline Beteta, Executive Director

DATE: Friday, February 16, 2007

RE: PUBLIC NOTICE OF THE CTTC MARKETING ADVISORY COMMITTEE
MEETING

A meeting of the California Travel and Tourism Commission Marketing Advisory Committee is scheduled to take place on Tuesday, February 27, 2007 from 9:30 a.m. to 12:30 p.m.

The meeting details are as follows:

Meeting:.....	<u>Marketing Advisory Committee</u> <u>Meeting</u>
Date:.....	Tuesday, February 27, 2007
Time:	9:30 a.m. – 12:30 p.m.
Meeting Location:	Sheraton Grand Sacramento 1230 J St Sacramento, CA 95814 (916) 447-1700

The agenda is attached for your reference.

Please R.S.V.P. (if you haven't already) to Matthew Sabbatini at 916-319-5420 or msabbatini@visitcalifornia.com, if you are planning to participate so that we can ensure that pertinent meeting materials reach you.

Thank you.

CTTC Marketing Advisory Committee Meeting

Tuesday, February 27, 2007
9:30 a.m. - 12:30 p.m.

Sheraton Grand Sacramento
1230 J St
Sacramento, CA 95814
(916) 447-1700

AGENDA

Any and all items on this Agenda are subject to discussion and vote

- I. Call to Order/Approval of Agenda and October 24, 2006 Marketing Advisory Committee Meeting Minutes/Welcoming Remarks
- II. Executive Director Report
- III. Budget - FY 07-08 Strategic Marketing Plan (\$50 Million) - Presentation and Discussion
- IV. Domestic Advertising/Co-op Update
 - a. California Snow Campaign Report
 - b. Spring/Summer Advertising Campaign Update
 - c. Focus Group Report
 - d. Update on Cooperative Marketing Activities
- V. Web site/Publications/Fulfillment Report
- VI. International Report
 - a. Travel Trade Update
 - b. International Show/Program
 - c. New International Offices
 - d. Communications
 - e. Consumer/Co-op
 - f. Japan Market Research
 - g. International Summit Report
- VII. Domestic Communications/Media Relations Report
 - a. Media Events (San Francisco/New York)
 - b. International Offices Update
 - c. High Definition/B-Roll Project
- VIII. Welcome Center Status/Update
- IX. Other Business/Public Comment
 - a. Tour of California
 - b. Road-side Rest Areas
- X. Adjournment